

SOME FACTS ABOUT ROADSIDE MARKETING IN OHIO

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INTRODUCTION

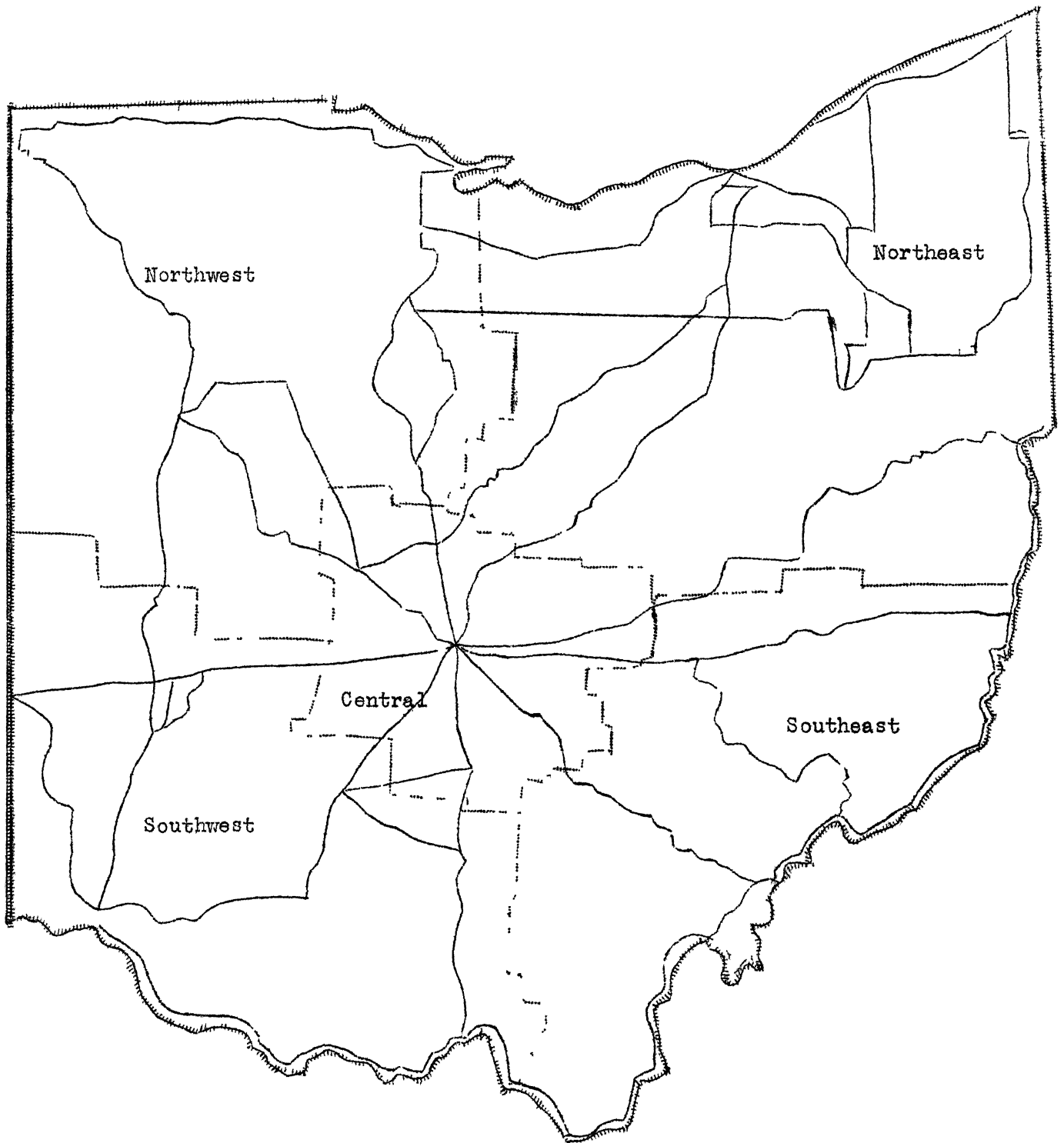
This study was conducted in an effort to determine the importance of roadside markets in Ohio, changes in roadside marketing since 1932, to study the merchandising practices followed by operators of roadside stands and the development of roadside markets. One important consideration in this study was the emphasis placed on roadside marketing during periods of prosperity and depression. It is generally assumed that farmers do considerably more direct selling to consumers during periods of low or declining prices than during periods of prosperity.

Since a similar study was conducted in 1932 covering the same highways, an opportunity existed to study the relative importance of roadside marketing during a depression, 1932, and during a period of prosperity, 1950. The study in 1932 was carried on by Dr. C. W. Hauck and H. M. Herschler and reported in "Roadside Marketing of Agricultural Products by Ohio Farmers," Bulletin 521, Ohio Agricultural Experiment Station, Wooster, Ohio, March, 1933.

The present study was conducted during the summer and early fall of 1950 and covered approximately 2600 miles of the more important highways in Ohio. (See Fig. 1). An attempt was made to survey each section of the state at the time when local produce was in heaviest supply. This was accomplished by visiting markets in the southern part of the state starting in July, working northward and completing the work in northeastern Ohio in September. Each area was visited only once.

Certain types of information such as the location of the market, products advertised, parking space, type of display, and general location

FIGURE 1. HIGHWAYS COVERED IN SURVEY OF ROADSIDE
MARKETS, OHIO, 1950



State Boundary
Highways Covered
District Divisions

were obtained from observation on all markets. A sample was taken of various markets and the interviewer completed a detailed questionnaire concerning purchasing and merchandising practices followed, products sold, volume of business, and certain attitudes of the operators at these markets. In providing a basis for sampling the markets, an attempt was made to estimate the number based on 1932 figures, with some adjustment for a downward trend in roadside marketing.

This was accomplished by establishing a goal (50 markets) of the number of markets of each type to be studied, dividing that number into the estimated number of markets and having the interviewer select every 1/10, 1/15, etc., market as determined by the estimated number needed. Because of the drastic reduction in the number of different types of markets from 1932 to 1950, it was necessary to change the ratio taken several times. In many cases the markets were closed and appeared to have been abandoned for several years and it was not possible to obtain records. This was true to a great extent in the case of Type 1 markets, and to some extent in Type 2 markets.

NUMBER AND LOCATION OF MARKETS

Number of markets on the 2600 miles of highway covered declined from 1731 to 1013, or a reduction of 41 percent from 1932 to 1950 (Table 1). These figures probably overestimate the change, to a limited extent, since the survey which was made in 1932 was repeated once during the marketing season on two highways, one in Ottawa County and one from Columbus to Portsmouth. Greatest decline in the number of markets occurred in the central and southwestern areas of Ohio. Least decline in numbers of markets occurred in northwestern and southeastern parts of the state.

Table 1. Distribution of Roadside Markets on About 2600 Miles of Road in Ohio, 1932 and 1950

Section of State	Number of Markets by Type										1950 as a percent of 1932
	1		2		3		4		Total		
	1932	1950	1932	1950	1932	1950	1932	1950	1932	1950	
Northeast	139	150	116	32	283	128	375	240	913	550	60.24
Central	68	35	38	6	47	21	132	78	285	140	49.12
Northwest	22	40	34	2	66	28	66	67	188	137	72.87
Southwest	33	36	32	3	27	6	99	44	191	89	46.60
Southeast	42	47	31	5	36	10	45	35	154	97	62.99
Total	304	308	251	48	459	193	717	464	1731	1013	58.52

Greatest concentration of roadside markets in both 1932 and 1950 was in northeastern Ohio. About 54 percent of the total was located in this area in 1950 and 53 percent in 1932. Relative importance of other areas, in terms of the total number of roadside markets in 1950, is indicated by the fact that on the 2600 miles of highway surveyed, 14 percent were located in central Ohio, 13 percent in northwestern Ohio, 10 percent in southeastern Ohio, and 9 percent in southwestern Ohio.

While the total number of roadside markets declined appreciably, there was considerable difference in the changes of numbers of the different types of roadside markets from 1932 to 1950.

Markets were classified in the same manner as in 1932. Markets with permanent or more or less substantial buildings were classified as Type 1, while markets having a temporary or portable shelter were classified as Type 2. Type 3 included markets having no buildings or shelters but had displays of goods which were visible from the highway. Type 4 included markets with no buildings or displays along the highway but depended upon signs along the highway to attract the customer.

In 1950 there was a greater number of Type 4 markets than others, followed in descending order of importance by Types 1, 3, and 2. Type 4 markets made up about 46 percent of the total number, Type 1 about 30 percent, Type 3, 19 percent, and Type 2, 5 percent.

Number of Type 1 markets increased slightly (about 1 percent) from 1932 to 1950. There were approximately 1/5 as many Type 2 markets in 1950 as in 1932, 2/5 as many Type 3 markets, and 2/3 as many Type 4 markets. Number of Type 1 markets declined in the central part of the state but increased in other areas, with the greatest increase taking place in the northwestern part of the state. There were very few Type 2 markets in 1950, except in the northeastern part of the state where 32 of the 48 were located. A substantial reduction in the number of Type 3 markets occurred in 1932 to 1950, and 128 of the 193 markets remaining in 1950 were in the northeastern section of the state. While relatively unimportant in terms of the total Type 4 markets, the number of this type in northwestern Ohio increased slightly from 1932 to 1950. Greatest decline in Type 4 markets occurred in the southwestern section of the state.

Relative concentration of markets in the different areas of the state may be indicated by the average distance between various types of markets as shown in Table 2. In 1932 there was an average of one market every 1.5 miles in the area covered. This compared with one market every 2.5 miles in 1950.

Concentration of markets in different areas of the state varied greatly. During 1950 for example, there was an average of one market on every 1.37 miles of highway in northeastern Ohio, compared with one market on every 5.96 miles of highway in the southwestern part of the state.

Table 2. Average Distance Between Various Types of Markets, By Areas in Ohio, 1932 and 1950

Section of State	Type of Market									
	1		2		3		4		Average	
	1932	1950	1932	1950	1932	1950	1932	1950	1932	1950
Northeast	5.65	5.04	6.78	23.63	2.78	5.91	2.1	3.15	0.86	1.37
Central	5.31	10.51	9.5	61.33	7.69	17.52	2.74	4.72	1.27	2.63
Northwest	22.79	12.45	14.75	249.	7.6	17.79	7.6	7.43	2.67	3.64
Southwest	15.54	14.72	16.03	176.67	19.0	88.33	5.18	12.05	2.69	5.96
Southeast	10.54	9.13	14.28	85.8	12.29	42.9	9.84	12.26	2.87	4.42
Total	8.57	8.38	10.38	53.77	5.67	13.37	3.63	5.56	1.50	2.55

Average distance between the different types of markets varied greatly. There was a greater concentration of Type 4 markets in 1950 than any other type when an average of one market for every 5.56 miles of highway. This compared with an average of one Type 1 market for every 8.38 miles, one Type 2 market every 53.77 miles, and one Type 3 market for every 13.37 miles.

WHEN MARKETS WERE ESTABLISHED

About 56 percent of the markets operating in 1950 had been established in the years following 1945, the end of World War II (Table 3). Only about 15 percent of the markets studied were established during the war years, between 1941 and 1946. While approximately 30 percent were established during the years prior 1942, only about 12 percent had been in operation for more than 15 years and 5 percent more than 20 years.

Table 3. Dates of Establishment of 126 Roadside Markets
in Ohio Doing Business in 1950

Year	Number of Markets Reporting					Percent of Total	
	Type 1	Type 2	Type 3	Type 4	Total	Annual	Cumulative
1950	9	-	3	1	13	10.32	10.32
1949	3	1	10	6	20	15.87	26.19
1948	2	4	5	4	15	11.91	38.10
1947	1	-	5	5	11	8.73	46.83
1946	2	2	4	3	11	8.73	55.56
1945	2	1	2	1	6	4.76	60.32
1944	-	-	3	3	6	4.76	65.08
1943	2	-	2	2	6	4.76	69.84
1942	-	-	-	1	1	.79	70.63
1941	4	1	-	1	6	4.76	75.39
1940	1	-	-	-	1	.79	76.18
1939-1935	5	-	1	4	10	7.94	84.12
1934-1930	2	1	1	1	5	3.97	88.09
1929-1925	2	1	4	2	9	7.15	95.24
1924 and less	3	-	2	1	6	4.76	100.00
Total	38	11	42	35	126	100.00	

PURCHASING AND MERCHANDISING PRACTICES

In interviewing operators of roadside markets an effort was made to study the practices followed in purchasing and selling products. In addition to the information obtained from operators who were interviewed, certain information on the products advertised and advertising practices was obtained on all markets by observation.

Source of Supply

Roadside markets provided a very important outlet for produce grown by many operators (Table 4). More than 70 percent of the operators of Type 2, 3, and 4 markets sold at roadside all of the produce grown on their farm. Approximately 1/2 of the operators of Type 1 markets sold all of their produce grown at the roadside markets, while about 70 percent sold more than 3/4 at roadside.

Table 4. Proportion of Operators Produce Sold at Roadside, By Type of Market, Ohio, 1950

Proportion Sold at Roadside	Type of Market			
	1	2	3	4
	Percent			
1 - 25%	9.09	-	7.69	9.09
26 - 50%	9.09	11.11	5.13	3.03
51 - 75%	9.09	11.11	7.69	3.03
76 - 99%	21.21	0.00	7.69	9.09
100	51.52	77.78	71.80	75.76
Total	100.00	100.00	100.00	100.00

Much of the produce sold at Types 2, 3, and 4 markets is grown by the operator. Some of the Type 1 markets buy a considerable proportion of their produce from other growers either directly or through a marketing agency (Table 5). Approximately 1/4 of the operators of Type 1 markets purchased more than 3/4 of the produce which they sold from other growers and about 45 percent purchased more than half.

It is significant to note that only about one out of five, or 21 percent of these operators did not purchase produce from other sources. Approximately 2/3 of the Type 1 markets sold some manufactured goods. The sales of manufactured goods were relatively unimportant however. Only about 1/4 of the operators indicated that more than 5 percent of their sales were of manufactured goods.

Table 5. Proportion of Produce Purchased from Other Growers or Other Sources, Type 1 Markets, Ohio, 1950

Proportion Purchased	Markets	
	Number	Percent
None	8	21.05
1 - 25	9	23.68
26 - 50	4	10.53
51 - 75	7	18.42
76 - 100	10	26.32
Total	38	100.00

Commodities Sold

Information was obtained on the commodities sold during the year by interviewing a sample of operators. In addition, information was obtained from all markets on the products advertised by signs along the road.

Commodities handled by Types 1, 3, and 4 obtained by interviewing the operators, is included in Table 6. Either or both fruits and vegetables were handled by a larger proportion of Types 1 and 3 markets than other products, while poultry and eggs were handled by a greater proportion of Type 4 markets than other products or groups of products.

Very few markets tended to specialize in either fruits or vegetables or any single commodity. All of the Type 1 and 3 markets handled fruits and vegetables, while nearly 2/5 of the Type 4 markets handled fruits and/or vegetables. It is interesting to note that poultry and eggs were the second most important group of commodities handled, in terms of markets handling them, by Type 1 and 2 markets and that honey was among the four most important groups in the case of Type 1 markets.

Table 6. Commodities Sold During the Year at Types 1, 3, and 4 Markets where Detailed Records were Taken, Ohio, 1950

Commodities Sold	Percent of Markets		
	Type 1	Type 3	Type 4
Fruit only	7.89	7.14	17.14
Vegetables only	5.26	35.71	17.14
Fruits and vegetables	86.84	57.14	22.86
Fruits and/or vegetables	100.00	100.00	57.14
Eggs only	31.58	9.52	14.29
Poultry only	5.26	4.76	8.57
Poultry and eggs	10.53	7.14	45.71
Poultry and/or eggs	47.37	21.43	68.57
Honey	42.11	2.38	14.29
Maple syrup	5.26	2.38	2.86
Soft drinks	26.32	-	-
Groceries	13.16	-	-
Novelties	13.16	-	-
Miscellaneous	26.32	2.38	-
Dairy products	-	-	2.86

Type 1 markets generally handled a greater variety of items than did the other types of markets. Soft drinks, novelties, and miscellaneous commodities were quite commonly sold at Type 1 markets and very rarely found in other types. Type 4 markets usually handled the fewest commodities, two to four items being the most common number handled by these markets.

One means of determining the extent to which emphasis was placed on the various products marketed at roadside is the advertising of those products by signs along the highway. Information was obtained on the products advertised by signs along the highway either in front of or near the roadside market. This information is included in Table 7. More than 94 percent of Types 1, 2, and 3 roadside markets advertised fruits and vegetables. About 1/2 of the Type 2 and 3 markets advertised vegetables, while somewhat less than half (44 percent) of the Type 1 markets advertised fruits and vegetables. Eggs were among the more important items advertised at roadside, particularly in the Type 4 markets, where approximately half of the markets advertised eggs by signs along the highway. This compares with roughly 1/5 of the Types 1 and 2 markets and nearly 1/10 of the Type 3 markets.

Table 7. Products Advertised by Operators of Different Types of Roadside Markets. Ohio, 1950

Commodities	Percent of Markets			
	Type 1	Type 2	Type 3	Type 4
Fruits	21.58	21.14	29.29	18.78
Vegetables	28.13	52.27	55.56	18.25
Fruits and vegetables	44.38	27.71	10.10	2.12
Fruits and/or vegetables	94.38	95.65	94.95	39.15
Eggs	20.63	17.39	9.09	49.74
Poultry	6.25	13.04	2.02	22.49
Dairy products	3.75	8.70	1.01	4.23
Honey	11.25	8.70	6.06	5.29
Groceries	2.50	-	-	-
Soft drinks	5.00	-	-	-
Rabbits	-	-	-	0.53
Maple syrup	0.63	-	-	0.53
Miscellaneous	8.75	4.35	-	0.79

Displays

Size and nature of displays varied greatly between different types of markets and between different markets of each type. Information was obtained on the size of display and type of containers in which the fruit was sold.

Average size of displays of Type 1 markets amounted to 58.4 square feet compared with 27.1 square feet in Type 2 markets and 16.2 square feet in Type 3 markets.

There was a great deal of variation in the size of displays (Table 8). For example, about 30 percent of the Type 1 markets had displays of 30 square feet or less, while slightly more than 1/4 had displays of 61 square feet or greater. Most of the Type 2 markets had display space of 30 square feet or less, with about 1/3 having a display space of less than 16 square feet. Space devoted to display in Type 3 markets was also very limited. Nearly 2/3 of these markets had a total of 10 square feet or less devoted to displays.

Table 8. Frequency Distribution of Display Space at Types 1, 2, and 3, Roadside Markets, Ohio, 1950.
(In square feet)

Square Feet of Display Space	Type of Market				Square Feet of Display Space	Type of Market	
	1		2			3	
	Number	Percent	Number	Percent		Number	Percent
0 to 15	3	8.1	4	36.4	1 to 5	14	36.0
16 to 30	8	21.6	5	45.4	6 to 10	11	28.2
31 to 45	7	18.9	1	9.1	11 to 15	2	5.1
46 to 60	9	24.4	0	0	16 to 20	5	12.8
61 to 75	3	8.1	0	0	21 to 25	0	0
76 and over	7	18.9	1	9.1	26 to 30	2	5.1
					31 and over	5	12.8
Total	37	100.0	11	100.0		39	100.0

Information was obtained on the different types of containers in which fruit was displayed (Table 9). Type 2 markets are not included because the number visited which sold fruit was limited. A larger proportion of the Type 1 markets selling fruit used the bushel basket than other types of containers. Of second importance, and not greatly different from the bushel basket, was peck containers which were used by 2/3 of the markets compared with 69 percent using the bushel containers. Of third importance, in terms of number of markets using the container, was the half bushel basket.

Table 9. Proportion of Markets Selling Fruit in Different Types of Containers, Type 1 and 3 Markets, Ohio, 1950 ^{1/}

Containers	Percent of Markets	
	Type 1	Type 3
Bushel	69.44	52.63
1/2 bushel	50.00	78.95
Peck	66.67	73.68
4 quarts	19.44	15.79
2 quarts	8.33	-
1 quart	27.78	21.05
Hamper	2.78	-
Cartons	8.33	-

Type of container used by more operators of Type 3 markets than any other container for fruit was the 1/2 bushel basket, used by nearly 80 percent of the markets and was followed by the peck basket which was used by approximately 3/4 of the markets. The bushel basket ranked third.

Advertising

Few operators of roadside markets used newspapers or radio as a means of advertising their products (Table 10). About 3/4 of the

^{1/} Included apples, peaches, peas and plums.

Type 1 markets and more than 90 percent of the other types did no advertising. Radio was used as an advertising media by only one Type 1 market.

Table 10. Roadside Markets Advertising Through Newspapers and Radio, by Type of Market, Ohio, 1950

Advertising Medium	Type of Market							
	1		2		3		4	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Newspaper	9	23.7	1	9.1	2	4.8	1	2.9
Radio	1	2.6	0	0	0	0	0	0
None	28	73.7	10	90.9	40	95.2	34	97.1
Total	38	100.0	11	100.0	42	100.0	35	100.0

As was pointed out earlier, many of the operators of roadside markets indicated the products, or types of products, which they had for sale by placing signs along the highway, in front of the place of business, or near their place of business. Most of these signs were placed there in an effort to call to the attention of the prospective customer the products which were offered for sale. Few operators of roadside markets were attempting to use price as a basis for attracting the attention of the prospective customer. This is indicated by the fact that for all markets as a whole, only 12.6 percent of the operators indicated price on their signs along the road.

A small proportion of the operators attempted to attract customers attention to their market by placing signs along the highway so that motorists be warned of the market which they were approaching. Records were made of each market with signs 25 yards or more from the market. A summary of this information indicates that less than 30 percent of the

Type 1 markets placed signs along the highway to inform prospective customers that they were approaching a roadside market. This compares with 32 percent of the Type 2 markets, about 11 percent of the Type 3 and 14 percent of the Type 4 markets.

Many roadside operators do not give sufficient attention to the make-up of signs advertising their market or their products. Letters on many of the signs are too small to be visible for a sufficient length of time to give the person riding in an automobile an opportunity to read them.

Importance of having large letters on signs at roadside markets is shown by the following information prepared by Professor M. C. Bond of Cornell University and reported in "Selling Farm Products Through Roadside Markets," Cornell Extension Bulletin 41.

<u>Height of Letters</u>	<u>Maximum Distance</u>	<u>Approximate Time Visible</u>
<u>(inches)</u>	<u>Easily Visible</u>	<u>at 35 Miles Per Hour</u>
	<u>(feet)</u>	<u>(seconds)</u>
1	25	1/2
2	50	1
3	80	1 1/2
4	110	2
5	140	2 3/4
6	170	3 1/3

The need for greater attention to the size of letters on signs advertising roadside markets or products at roadside markets is emphasized by the information shown in Table 9. Nearly half (about 46 percent) of all Type 1 markets with signs along the road used letters four inches in height or smaller. These signs would be easily visible to a motorist traveling at 35 miles per hour only two seconds or less. This compares with slightly more than 50 percent of the Type 2 markets having signs four inches in height or smaller, nearly 70 percent of the Type 3 markets and about 67 percent of the Type 4 markets.

Pricing

Most roadside operators apparently feel that it is not good policy to attract customers by advertising the price at which they are selling their products. Nearly 90 percent of all roadside operators did not indicate prices on their signs placed along the highway.

Number of operators who indicated selling price on display was limited. About 40 percent of the operators of Type 1 markets and 43 percent of the operators of Type 3 markets indicated price on the display. Only three of the 11 Type 2 markets indicated price on the display.

Many reasons were given for not indicating price on displays. Among the reasons given were "prefer to have customers ask," "frequent price changes," "people ask anyway," "does not pay," "competition undersells," "cheapens appearance," "not necessary for local trade." About 17 percent of those who did not indicate price on displays were of the opinion that they should do so.

Operators were asked how they determined the selling price for their products. Of the Type 1 operators, 42 percent said that they based their price on the wholesale market price, 18 percent on the prevailing retail price and 16 percent on a combination of wholesale and retail prices.

This does not mean that these operators sold at the going retail or wholesale price, but used prices at the wholesale and retail levels as a basis for price changes.

Only about 5 percent of the operators of Type 1 markets indicated that competition was the most important factor considered in determining selling price. Operators of Types 2, 3, and 4 markets indicated that wholesale and retail prices were the most important among the considerations

in determining their selling prices. Among the various factors considered by operators of Types 3 and 4 markets, retail price was by far the most important.

Period of Operation

All operators of roadside stands who were interviewed were asked to indicate the months and days of the week during which they operated and the closing hour.

A large proportion of Types 1, 2, and 3 markets were closed during January, February, March, April, May, November, and December (Table 11).

Table 11. Months During which Roadside Markets Operated,
By Type of Market, Ohio, 1950

Month of Operation	Percent of Markets			
	Type 1	Type 2	Type 3	Type 4
January	13.51	9.09	10.26	65.63
February	13.51	9.09	10.26	65.63
March	13.51	9.09	7.69	65.63
April	13.51	18.18	7.69	65.63
May	27.03	27.27	10.26	65.63
June	62.16	72.73	35.90	71.88
July	91.89	100.00	82.05	87.50
August	97.30	100.00	94.87	93.75
September	97.30	100.00	56.41	87.50
October	51.35	36.36	25.64	75.00
November	18.92	18.18	10.26	65.63
December	18.92	9.09	10.26	65.63
All year	10.81	9.09	7.69	65.63

Months of operation during which the greatest proportion of these markets were open were in July, August, and September. On the other hand, many Type 4 markets remained open throughout the year. Sixty-five percent or more of these markets were open during each month of the year.

This is probably due to the fact that many offered poultry or eggs for sale rather than perishable items which were available during a relatively short period in the summer months.

More than 70 percent of the markets of each type visited were open 7 days per week (Table 12). All of the Type 1 market operators reported Sunday sales, but 9 percent of the Type 2, 19 percent of the Type 3, and 11 percent of the Type 4 markets reported that they were closed on Sunday.

Table 12. Proportion of Different Types of Markets Open Varying Length of Time During the Week, Ohio, 1950

Days Open During the Week	Percent of Markets			
	Type 1	Type 2	Type 3	Type 4
7	94.74	72.73	71.43	74.29
6	5.26	-	21.43	17.14
5	-	9.09	-	-
4	-	9.09	-	-
3	-	-	2.38	-
Irregular	-	9.09	4.76	8.57

Information was obtained on the closing hours of Type 1 markets. A relatively large proportion of these markets remained open late in order to offer their products to motorists who were driving around during the late afternoon or early evening (Table 13). Approximately 55 percent of the operators reported that they remained open for business until 9 p.m. or later. Only about 29 percent reported irregular hours of operation.

Table 13. Proportion of Type 1 Markets Closing at Different Hours, Ohio, 1950

Closing Hour P.M.	Percent of Markets
7	2.63
8	13.16
9	23.68
10	26.32
11	2.63
12	2.63
Irregular	28.95
	100.00

VOLUME OF BUSINESS

Information regarding sales was obtained from the sample markets. Sales at Type 1 markets amounted to an average of \$7076.39 per market (Table 14). This was more than double that of sales in Type 2 markets, 11 times that of sales of Type 3 markets, and more than seven times that of sales of Type 4 markets.

Table 14. Average Sales During the Past 12 Months, By Types of Market, Ohio, 1950

Type of Market	Number of Markets	Average Sales
Type 1	36	\$7,076.39
Type 2	8	3,359.38
Type 3	39	610.90
Type 4	34	907.21

PARKING FACILITIES FOR CUSTOMERS

It is generally recognized that in order to do a good volume of business on a heavily traveled highway, the roadside operator must provide parking facilities for his customers. Apparently many operators

have not given sufficient consideration to this problem. Thirty-eight percent of the operators of Type 1 markets provided parking for three cars or less and only about 1/4 provided space for 10 cars or more (Table 15).

Amount of parking space provided for other types of markets was much more limited than that for Type 1 markets. In many cases markets were very close to heavily traveled highways and provided a traffic hazard.

Table 15. Extent to which Parking Facilities were Available
at Various Types of Roadside Markets, Ohio, 1950

Parking Space Available (Number of Cars)	Percent of Markets			
	Type 1	Type 2	Type 3	Type 4
None	18.8	31.2	38.9	20.5
1-3	19.2	25.0	43.5	15.9
4-6	29.2	27.1	7.2	4.7
7-9	8.1	6.3	1.6	1.3
10 or more	24.4	8.3	1.6	.9
Driveway only	0.3	2.1	7.2	56.7
Total	100.0	100.0	100.0	100.0

SUMMARY

This study was conducted during the period from July to September 1950, inclusive, and covered about 2600 miles of highway. A similar survey was conducted in 1932 and covered the same area.

There was a large reduction in the number of roadside markets from 1932 to 1950, with approximately 3/5 as many markets in 1950 as in 1932. Average distance between markets in 1932 was 1.5 miles compared with 2.5 in 1950. Number of the larger permanent type of markets increased slightly from 1932 to 1950, while other types declined.

Greatest concentration of markets was in the northeastern section of the state, with about 1/2 of the total in that area in 1950. Central, northwestern, southeastern, and southwestern sections followed in that order of importance in terms of number of markets.

More than half (56 percent) of the markets in operation during 1950 were established after 1945. Only about 12 percent had been in operation for more than 15 years.

About half of the operators of the larger markets (those with permanent structures) sold all of their produce at roadside. A large proportion of the operators of these markets bought produce from growers or others.

Either or both fruits and vegetables were handled by more markets than any one commodity or group of commodities by all types of markets displaying produce. Either or both poultry and eggs were sold by a greater proportion of the markets advertising by signs and not displaying the produce than any commodity or group of commodities.

Few markets used newspapers or radio stations to advertise their products. A relatively small proportion of the operators placed signs along the highways in order that the motorist would be informed that he was approaching a market.

Most operators of roadside markets apparently believed they should not try to attract customers by indicating the price of their products on signs along the highway. Few indicated price on their signs. Less than half of the operators indicated selling price on displays.

Average yearly sales varied from \$7,076.39 for permanent type markets to \$610 for markets without structures which displayed produce in the open.

Lack of sufficient parking space was the problem of many operators. A traffic hazard was created by some markets on heavily traveled highways.

